

**TOWN OF ABINGDON
JOB DESCRIPTION**

**JOB TITLE: DIRECTOR OF TOURISM
TOURISM DEPARTMENT**

GENERAL STATEMENT OF JOB

Under minimal direct supervision, performs administrative and marketing duties for the Tourism Department and Town of Abingdon. Work involves marketing the Town of Abingdon to foster a good public image and promote travel and tourism development. Work also involves attending joint planning sessions with neighboring counties, cities and states. Employee is responsible for meeting with business and civic leaders, attending domestic and international group tour marketplaces, meeting with the general public, tour operators, meeting planners, and a variety of groups and commissions. Employee is also responsible for directing the operations of the Abingdon Convention and Visitors Bureau, the Tourist Information Center, and the Fields-Penn 1860 House Museum; and supervising, assigning, and reviewing the work of the Tourism Department employees. Director prepares annual budget for the department, initiates and approves expenditures, and develops the departmental annual report on tourism. Employee also writes and prepares the Town's Annual Report. Employee must exercise considerable tact and courtesy in frequent contact with business leaders, tourism industry professionals, industrial representatives, government officials and the general public. Reports to the Town Manager.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

Markets the Town of Abingdon to foster good public relations and promote tourism; directs the development of all travel and tourism marketing, including strategic planning.

Represents the Town in negotiations and participates in joint planning sessions to establish regional tourism activities; attends domestic and international group tour marketplaces and consumer trade shows to generate tourism sales; manages public, media and community relations.

Directs operations of the Abingdon Convention and Visitors Bureau, the Tourist Information Center, and Fields-Penn 1860 House Museum; supervises assigns and reviews the activities of Department employees; prepares work schedules, selects and trains new employees; conducts ongoing training sessions; directs all administrative matters including preparation of annual

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budget, initiating and approving departmental expenditures, preparation of annual reports and personnel matters.

Provides information and meets with the Town Manager, Town Council, Tourism Advisory Council, community leaders, historic groups, the media, the tourism industry, and appropriate state and federal tourism agencies.

Gather data and prepares reports and statistical analyses; composes correspondence and memoranda.

Coordinates Abingdon's tourism program and activities with other area programs, state and federal agencies, and the tourism industry.

Attends meetings, seminars, conventions and workshops to further knowledge, stay informed of the changes in the tourism industry, network and exchange information.

Designs, develops and coordinates distribution of promotional materials, brochures, resource manuals, audio-visuals and exhibits.

Identifies funding opportunities and prepares and submits grant proposal, cooperative funding proposals, etc.

Develops, organizes and promotes special events and activities for the Town, to include holiday's events, tours of town and special presentations.

ADDITIONAL JOB FUNCTIONS

Organizes Tourism Advisory Council Meetings

Schedules and conducts tours of area attractions; prepares tour itineraries

Acts as customer service representatives in absence of staff

Performs other related work as required

MINIMUM TRAINING AND EXPERIENCE

Bachelor's degree in marketing, public relations, or a closely related field, and 5 to 7 years of experience in marketing or public relations work; or any combination of training and experience which provides the required skills, knowledge and abilities.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of automated office machines which include a typewriter, calculator, copier, computer, facsimile machine, postage

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machine, etc. Must be able to exert up to 20 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time, but may involve walking or standing for periods of time.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural, or compositional characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

Interpersonal Communications: Requires the ability of speaking and/or signaling people to convey or exchange information. Includes giving assignments and/or directions to subordinates or assistants.

Language Ability: Requires the ability to read ordinances, manuals, reports, maps, contracts, proposals, invoices, etc. Requires the ability to prepare reports, statistical analysis, correspondence, budget requests, schedules, etc. Must be able to speak before group of people with poise, voice control and confidence, and to articulate information to others.

Intelligence: Requires the ability to apply principles of logical or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions; to interpret an extensive variety of technical instructions in mathematical or diagrammatic form; deal with several abstract and concrete variables.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively and efficiently in a variety of technical or professional languages including accounting, personnel, marketing, and tourism technology.

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; utilize decimals and percentages; understand and apply the theories of descriptive statistics, statistical inference, and statistical theory.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape.

Motor Coordination: Requires the ability to coordinate hands and eyes rapidly and accurately in using automated office equipment.

Manual Dexterity: Requires the ability to handle a variety of items, office equipment, control knobs, switches, etc. Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Requires the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress when confronted with persons acting under stress.

Physical Communication: Requires the ability to talk and/or hear: (talking-expressing or exchanging ideas by means of spoken words; hearing-perceiving nature of sounds by ear).

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PERFORMANCE INDICATORS

Knowledge of Job: Has considerable knowledge of the policies and procedures, organizations and functions of the Tourism Department. Has considerable knowledge of the geographic layout of Town, including all tourist attractions and hospitality industries. Has considerable knowledge of the tourist attractions of surrounding area and state. Has considerable knowledge of the principles of marketing, public relations, and economic development. Has general knowledge of modern office practices, procedures, and equipment. Has general knowledge of modern accounting and bookkeeping methods, policies, procedures, and practices. Has extensive knowledge of the principles and practices of supervision and is able to supervise employees. Has general knowledge of the available resources of the Town and the surrounding region. Is skilled in the operation of a typewriter or electronic data-entry equipment. Is able to interpret policy and procedural guidelines and to resolve problems and questions. Is able to maintain a variety of complex records and to compile reports from records. Is able to communicate effectively in oral and written form. Is able to exercise independent judgment, discretion and initiative. Is able to exercise tact and courtesy in frequent contact with business and industrial representatives, government officials and the general public. Is able to establish and maintain effective working relationships as necessitated by work assignments.

Quality of Work: Maintains high standards of accuracy in exercising duties and responsibilities. Exercises immediate remedial action to correct any quality deficiencies that occur in areas of responsibility. Maintains high quality communication and interacts with all co-workers and the general public.

Quantity of Work: Maintains effective and efficient output of all duties and responsibilities as described under “Specific Duties and Responsibilities.”

Dependability: Assumes responsibility for doing assigned work and for meeting deadlines. Completes assigned work on or before deadline in accordance with directives, Town policy, standards and prescribed procedures. Accepts accountability for meeting assigned responsibilities in technical, human and conceptual areas.

Attendance: Attends work regularly and adheres to Town policies and procedures regarding absences and tardiness. Provides adequate notice to higher management with respect to vacation time and time-off requests.

Initiative and Enthusiasm: Maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be done and initiated proper and acceptable direction for the completion of work with a minimum of supervision and instruction.

Judgment: Exercises analytical judgment in areas of responsibility. Identifies problems or situations as they occur and specifies decision objectives. Identifies or assists in identifying alternative solutions to problems or situations. Implements decisions in accordance with prescribed and effective policies and procedures and with a minimum of errors. Seeks expert or experienced advice and researches problems, situations and alternatives before exercising judgment.

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Cooperation: Accepts supervisory instruction and direction and strives to meet the goals and objectives of same. Questions such instruction and direction when clarification of results or consequences are justified i.e., poor communication, variance with Town policy and procedures.

Relationships with Others: Shares knowledge with supervisor for mutual Town benefit. Contributes to maintaining high moral among all Town employees. Develops and maintains cooperative and courteous relationships with department employees, staffers and managers in other departments, to project a good Town image. Tactfully and effectively handles requests, suggestions and complaints from other departments and persons in order to maintain good will within the Town. Emphasizes the importance of maintaining a positive image within the Town. Interacts effectively with fellow employees, supervisors, professionals, and the general public.

Coordination of Work: Plans and Organizes daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Avoids duplication of effort. Estimates expected time of completion of elements of work and establishes a personal schedule accordingly. Attends meetings, planning sessions and discussions on time. Implements work activity in accordance with priorities and estimated schedules. Maintains a calendar for meetings and deadlines.

Safety and Housekeeping: Adheres to all safety and housekeeping standards established by the Town and various regulatory agencies. Sees that the standards are not violated. Maintains a clean and orderly workplace.

Planning: Plans, directs and use information effectively in order to enhance activities and production of the department. Knows and understands the expectations of the Town regarding the activities of the department and works to see that these expectations are met. Designs and formulates ways, means and timing to achieve the goals and objectives of the department and the Town. Within the constraints of Town policy, formulates the appropriate strategy and tactics for achieving departmental and Town objectives. Organizes, arranges, and allocates manpower, financial and other designated resources in an efficient and effective way so as to achieve the goals and objectives of the department and Town.

Organizing: Organizes work and that of subordinate staff well. Ensures that staff members know what results are expected of them and that they are regularly and appropriately informed of all Town and department matters affecting them and/or of concern to them.

Staffing: Works with other Town officials and management to select and recommend employment of personnel for the department who are qualified both technically and philosophically to meet the needs of the department and the Town. Personally directs the development and training of department personnel in order to ensure that they are properly inducted, oriented and trained.

Leading: Provides a work environment which encourages clear and open communications. Has a clear and comprehensive understanding of the principles of effective leadership and how such principles are to be applied. Provides adequate feedback to staff so they know whether their performance levels are satisfactory. Commends and rewards employees for outstanding performance yet does not hesitate to take disciplinary action when necessary. Exercises

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enthusiasm in influencing and guiding others toward the achievement of Town goals and objectives.

Controlling: Provides a work environment which is orderly and controlled. Coordinates, audits and controls manpower and financial resources efficiently and effectively. Has a clear and comprehensive understanding of Town standards, methods and procedures.

Delegating: Assigns additional duties to staff as necessary and/or appropriate in order to meet department goals, enhance staff abilities, build confidence on the job and assist staff members in personal growth. Has confidence in staff to meet new or additional expectations.

Decision Making: Uses decision and judgment in developing and implementing courses of actions affecting the department. When a particular policy, procedure or strategy does not appear to be achieving the desired result, moves decisively and definitively to develop and implement alternatives.

Creativity: Regularly seeks new and improved methodologies, policies and procedures for enhancing the effectiveness of the department and Town. Employs imagination and creativity in the application of duties and responsibilities. Is not adverse to change.

Human Relations: Strives to develop and maintain good rapport with all staff members. Listens to and considers suggestions and complaints and responds appropriately. Maintains the respect and loyalty of staff.

Policy Implementation: Has a clear and comprehensive understanding of Town policies regarding the department and Town function. Adheres to those policies in the discharge of duties and responsibilities and ensures the same from subordinate staff.

Policy Formulation: Keeps abreast of changes in operating philosophies and policies of the Town and continually reviews department policies in order to ensure that any changes in Town philosophy or practice are appropriately incorporated. Also, understands the relationship between operating policies and practices and department morale and performance. Works to see that established policies enhance same.